



WTIC-TV

ORDER

Print Date 08/07/12

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Flight Dates 07/31/12-08/09/12

Contract / Revision 376607 - 3

Original Date / Revision
08/07/12 08/07/12

Advertiser New Direction Project

Agency Luc Inc.

Buying Contact

1027 33rd St NW
Suite 260
Washington, DC 20007Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

NEW DIRECTION PROJEC

Agency Com 15%

Billing Contact

1027 33rd St NW
Suite 260
Washington, DC 20036

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate

Alt Order # 06257746

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Order Share 15% Market Value 116166

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	44%	51113
4WVIT	16%	18586
5WTNH	25%	29041
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	47	\$14,811.25	\$17,425.00	0.00	07/30/12	08/09/12	47	\$14,811.25	\$17,425.00
Totals	47	\$14,811.25	\$17,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	07/31/12	08/03/12	M-F News at 11pm News at 11pm	CM	11p-1135p	- TWTF - -	:30	3	\$450.00	03	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF - -		3			\$450.00			0.00			
2	61	07/31/12	08/03/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- TWTF - -	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF - -		2			\$150.00			0.00			
4	61	07/31/12	08/03/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	3	\$250.00	03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF - -		3			\$250.00			0.00			
5	61	07/31/12	08/03/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	3	\$200.00	03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF - -		3			\$200.00			0.00			
7	61	07/31/12	08/03/12		CM	4p-5p	- TWTF - -	:30	3	\$225.00	03	0.00	NM	3	\$675.00



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Contract / Revision **376607 - 3** Flight Dates **07/31/12-08/09/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/07/12

Order Sep 00:15:00

Advertiser **New Direction Project** Product **NEW DIRECTION PROJEC** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4p-5pm											
				M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	3		\$225.00		0.00						
9	61	07/31/12	08/03/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	3	\$1,200.00	03	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	3		\$1,200.00		0.00						
14	61	07/31/12	08/03/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	- TWTF - -	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	2		\$150.00		0.00						
16	61	07/31/12	08/03/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	- TWTF - -	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	2		\$150.00		0.00						
18	61	07/31/12	08/03/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	- TWTF - -	:30	3	\$200.00	03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	3		\$200.00		0.00						
19	61	07/31/12	08/03/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	1		\$400.00		0.00						
21	61	07/31/12	08/03/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	2	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	2		\$400.00		0.00						
22	61	07/31/12	08/03/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- TWTF - -	:30	1	\$600.00	03	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	1		\$600.00		0.00						
24	61	07/31/12	08/03/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- TWTF - -	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- TWTF - -	2		\$700.00		0.00						
E 28	61	08/08/12	08/08/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- - 1 - - - -	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- - 1 - - - -	1		\$200.00		0.00						
29	61	08/08/12	08/08/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- - 1 - - - -	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- - 1 - - - -	1		\$150.00		0.00						
E 30	61	08/08/12	08/08/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- - 1 - - - -	:30	1	\$225.00	03	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- - 1 - - - -	1		\$225.00		0.00						
31	61	08/08/12	08/08/12	M-F News at Ten News at Ten	CM	10p-11p	- - 1 - - - -	:30	1	\$1,200.00	03	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **376607 - 3** Flight Dates **07/31/12-08/09/12**

Hiatus Dates

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Order Sep 00:15:00

Advertiser **New Direction Project** Product **NEW DIRECTION PROJEC** Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
31	61	08/08/12	08/08/12	M-F News at Ten News at Ten	CM	10p-11p	-- 1----	:30	1	\$1,200.00	03	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- 1----					1	\$1,200.00		0.00		
32	61	08/08/12	08/08/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	-- 1----	:30	1	\$150.00	03	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- 1----					1	\$150.00		0.00		
33	61	08/08/12	08/08/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	-- 1----	:30	1	\$150.00	03	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- 1----					1	\$150.00		0.00		
34	61	08/08/12	08/08/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	-- 1----	:30	1	\$400.00	03	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- 1----					1	\$400.00		0.00		
E 35	61	08/08/12	08/08/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-- 1----	:30	1	\$600.00	03	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-- 1----					1	\$600.00		0.00		
E 36	61	08/07/12	08/07/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- 2-----	:30	2	\$250.00	03	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	- 2-----					2	\$250.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	61	08/06/12-08/12/12		M-F 7a-8a			7a-8a	- T-----	:30	(\$250.00)		0.00 NM		
Credited														
2	61	08/06/12-08/12/12		M-F 7a-8a			7a-8a	- T-----	:30	(\$250.00)		0.00 NM		
Credited														
37	61	08/07/12	08/07/12	M-F News at Ten News at Ten	CM	10p-11p	- 1-----	:30	1	\$1,200.00	03	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	- 1-----					1	\$1,200.00		0.00		
E 38	61	08/07/12	08/07/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- 1-----	:30	1	\$200.00	03	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	- 1-----					1	\$200.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	61	08/06/12-08/12/12		M-F 8a-9a			8a-9a	- T-----	:30	(\$200.00)		0.00 NM		
Credited														
E 39	61	08/07/12	08/07/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	- 1-----	:30	1	\$150.00	03	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	- 1-----					1	\$150.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	61	08/06/12-08/12/12		M-F 6a-7a			6a-7a	- T-----	:30	(\$150.00)		0.00 NM		
Credited														
40	61	08/07/12	08/07/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- 1-----	:30	1	\$225.00	03	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	- 1-----					1	\$225.00		0.00		

